

local marketing agreement has also helped to keep college sports on free, over-the-air television. For the several years KASN provided an important outlet for broadcasting college football games that were not carried by the local ABC affiliate. Last year the station carried Big 12 College football. Without this station, there would be far fewer college football games seen in the Little Rock market. Finally, the local marketing agreement has improved the quality of programming on KLRT. When purchasing programming, KLRT is now able to have more choices of programming because it can broadcast the program on either station.

***Facility Improvements:*** Back in 1992, KASN had significant technical problems. By strengthening the station's economic base, the station could afford to invest over \$400,000 on technical improvements. Also, the master control room has been rebuilt. The result, KASN can now broadcast without the technical failures that used to occur.

### **KOKI-TV, Ch 23 and KTFO-TV, Ch. 41 Tulsa, OK Market No. 59**

***Background:*** KOKI-TV entered into a local marketing agreement to lease time on KTFO-TV in November of 1993. At the time of the agreement, KTFO was failing financially and had been off the air for two years. Today the station is turning around financially, showing a marginal profit. Both stations provide separate programming and there is no duplication. In short, the local marketing agreement resulted in an additional voice in the market.

***Programming:*** As a direct result of the local marketing agreement, KTFO was able to provide additional sports, public affairs and public service programming. For example, KTFO was able to broadcast an additional four and one-half hours per week of educational children's programming. It also will allow the station to commence news programming, beginning with weathercasts at 10 PM for 5 minutes.

***Facility Improvements:*** Approximately \$400,000 was spent on upgrading studio equipment and the transmitter for KTFO. As a result, the picture quality has improved 100 percent.

## **KPTM-TV, Ch. 42 & KXVO-TV, Ch. 15 Omaha, NE : Market No. 75**

***Background:*** These stations entered into a local marketing agreement in November of 1994. KXVO would not be on the air today but for the local marketing agreement with KPTM. For years channel 15 in Omaha remained fallow. As a direct result of the LMA, KXVO was able to get on the air. There is no duplication and the stations broadcast completely separate programming. Because of the LMA, the station is becoming profitable.

***Programming:*** One significant benefit to starting up KXVO was that it gave the new emerging WB network a viable off-air outlet in the market. Absent this arrangement, the WB network would have to rely on some form of part-time affiliation or on cable for distribution, (denying those who do not subscribe to cable access to the WB network). Bringing the fifth network to Omaha also helps WB's overall competitive posture, thereby enhancing competition and diversity throughout the country. KXVO is able to use the news resources of KPTM to air local news and weather updates once each evening during prime time. KXVO's Q-Alert system allows the station to provide essential weather information to the market in the event of inclement weather. Additionally, KXVO, in conjunction with KPTM and the *Omaha World-Herald*, has delivered a series of political forums in prime time. Each of these forums featured a unique format that required participants to remain focused solely on the issues. A similar approach to educational issues, using a town hall meeting format, will begin in the fall of 1997 with the Metropolitan Omaha Educational Consortium. KXVO plans to begin airing its own newscast in the future.

***Facilities improvements:*** As a result of the local marketing agreement an entirely new station has been built — an investment in the millions of dollars. In addition, adding KXVO to the marketplace resulted in 12 new jobs.

**KRQE-TV, Ch. 13 & KASY-TV, Ch 50  
Albuquerque, NM: Market No. 48**

***Background:*** The local marketing agreement between the stations was entered into in October of 1995. Prior to that time KASY-TV was not even on the air. This is a typical example of a local marketing agreement helping to create an additional voice in the marketplace. There is no duplication between the stations.

***Programming:*** As a result of the local marketing agreement KASY is able to serve as an outlet for both the UPN and WB networks. Because the station is new, it is just beginning to develop a solid programming schedule. In the beginning, most of the non-network programming was of the “evergreen” variety.

***Facilities improvements:*** This is a new start up station with all new equipment.

**KXAN-TV, Ch. 36 & KNVA-TV, Ch. 54  
AUSTIN, TX: MARKET No. 64**

***Background:*** In June, 1994, UHF station KXAN (Channel 36), the NBC affiliate in the Austin, Texas market entered into an LMA with UHF station KNVA (Channel 54) also located in Austin, which had not been built because of a lack of funding, despite the fact that one of its owners was an experienced local news anchor. With only four existing television stations in the market, this not only foreclosed opportunities for new television networks, but limited the overall diversity of the marketplace. (The Austin market has four UHF stations and only one VHF

station, the latter having been licensed originally to the family of President Lyndon Johnson, and long the dominant station in that market).

The LMA enabled KNVA to become operational in September 1994 with a first-class physical facility, thereby enhancing the competitiveness and diversity of the marketplace.

***Programming:*** KNVA became a WB Network affiliate, providing an outlet for the WB Network and numerous other programs which would otherwise have been available only on cable, including San Antonio Spurs basketball and Texas Rangers baseball games. Additionally, KNVA initiated weekday newscasts at 5:30 p.m. and the only over-the-air Spanish language community affairs show in the market. Equally as important, it also broadcasts "Kids Ideas," a locally produced children's talk show featuring Chelsea Hernandez, the 12 year old Hispanic female host. KNVA also provided 3 hours of free political programming during the last election. The LMA has enhanced competition by increasing the number of advertising spots in the market by approximately 45% during prime time and 25% overall.

***Facilities Improvements:*** Prior to the LMA, KNVA had virtually no equipment. The LMA enabled KNVA to become operational with a first-class physical facility. KNVA is scheduled to receive a new tower and antenna in the spring of 1997. Subsequently, the station will increase its power, thereby reaching more people in the Austin market and further enhancing the competitiveness and diversity of the marketplace.

### **KXAS-TV, Ch. 5 & KXTX-TV, Ch. 39 Dallas/Ft. Worth, TX: Market No. 8**

***Background:*** The Dallas-Ft. Worth, Texas market has twelve full-power commercial television stations, one of the most highly served and competitive markets in the country. Operated as an independent station, UHF station KXTX was caught in a vicious spiral of rising programming costs and declining advertising revenues. By 1994, KXTX's debt had made it

impossible for the station to be a full-service station, with its entire local news effort dwindling to only three or four one-minute news breaks each weekday.

To avoid bankruptcy, KXTX entered into an LMA with VHF station KXAS, the NBC affiliate in the same market. KXAS assisted KXTX in its recovery by negotiating restructured programming agreements and significantly upgrading KXTX's technical facilities.

***Programming:*** Since entering the LMA, KXTX has expanded local news with time-shifted rebroadcasts both of KXAS's daily news programs and other locally produced news specials. Prior to the LMA, KXTX's only news consisted of 3-4 one minute news breaks during prime time, Monday through Friday.

KXTX intends to rebroadcast KXAS's upcoming community service program designed to help junior and senior high school students understand the value their education can bring to certain careers. The series is being produced by area students and will air without commercials.

Also, because of its relationship with KXAS, KXTX is able to obtain quality children's programming such as "Bill Nye the Science Guy." Even with these rebroadcasts, there is still only an approximate 10 percent weekly program duplication between the stations.

Moreover, the LMA operation has made it possible for both KXTX and KXAS to obtain programming neither could have otherwise obtained. In 1996, KXAS entered into a five-year agreement with the Texas Rangers granting KXAS and KXTX all the local telecast rights, broadcast and cable, for the team's major league baseball games. KXTX carried 123 Texas Ranger games in 1996, while KXAS aired another 15--a free broadcast total unmatched in any local television market, except markets such as Chicago and Atlanta where the local broadcast stations are also cable superstations. For the next four years, a minimum of 90 games will be broadcast on free over-the-air television in the Dallas market, 15 games on KXAS, 75 on KXTX, with the 60 or so remaining local games carried on a cable regional sports network.

Without the ability to offer a significant number of high-profile games on the VHF station, KXTX could not have obtained the Rangers' rights. Alternatively, as a large market NBC affiliate with an increasingly limited ability to preempt the network, KXAS could not have obtained any local Rangers' rights without the ability to carry in excess of 100 games on KXTX. Together, the two stations put together a package which bested the competitive bid of a local regional sports channel and made it possible to later enter into a cable deal which assures a primary role in local sports rights for free broadcasting for at least the next several years.

The strengthening of a weak local station such as KXTX as exemplified by the Rangers' negotiations not only increases competition among broadcast stations, but also clearly enhances the competitiveness of broadcasting as a medium in its competition against multichannel competitors such as cable and DBS. The presence of 138 Rangers' games on local television undoubtedly reduced the number of viewers who felt the need to subscribe to cable and/or DBS.

In addition to the broadcast of Rangers' games, KXTX has added other quality live sports programming such as Dallas Mavericks basketball, Big 12 Conference and PAC 10 college football, and Big 12 Conference, University of Texas and Big West college basketball.

The criminal trial of O.J. Simpson provides an even more dramatic example of the increasingly intermodal nature of competition in the local television marketplace. In most markets in the county, live coverage of the Simpson trial was limited to cable for the simple reason that there were not enough local television stations without network or syndicated programming commitments to provide outlets. However, in Dallas, the Simpson trial was live over-the-air on KXTX, with local legal commentary, bringing the station some of its highest ratings ever.

Additionally, the LMA has provided continuity to the public when one of the stations has an interruption in service. This proved to be invaluable in May 1995 when KXAS's

transmissions temporarily ceased during a severe hail storm and weather emergency.

Anticipating the interruption, KXAS's viewers were directed to tune to KXTX for a simulcast of the emergency coverage. Similarly, KXTX's tower collapsed in October 1996, while a work crew was attempting to increase its height. The station resumed service within 48 hours because it could relocate to KXAS's nearby tower.

***Facilities Improvements:*** The LMA has given KXTX the means to make significant improvements to the station, thus providing better service to the community. Specifically, KXTX's studio and office facilities have been completely refurbished, new on-air control and tape rooms have been added and the overall working conditions and technical integrity of the station have been significantly upgraded. KXTX is in the process of constructing a new transmission tower and installing a new antenna and transmitter which will increase coverage in the market by approximately 10 percent.

### **WABM-TV, Ch. 68 & WTTO-TV, Ch. 21 Birmingham, AL: Market No. 25**

***Background:*** The stations entered into a local marketing agreement in May, 1995. At the time, WABM was in bankruptcy and unable to purchase programming because of its poor financial state. Today the station is competitive in the market. There is no duplication of programming between the stations.

***Programming:*** Prior to the LMA the station had no programming library. All of the shows broadcast were barter shows and it was not unusual to see a show broadcast three times in one day. Today, WABM is a UPN affiliate, providing that network with an important outlet in a major television market. Also, the station now broadcasts top first run and syndicated programs throughout the day. As of the third quarter of 1996, WABM was airing six and one-half hours of core children's programming. In May of 1994, WABM did not even register in the ratings. Since May 1994, the station has gone from a 0/0 ratings/share to a 1/3 ratings share in November

1996. These ratings data demonstrate that the local marketing agreement has added a new, attractive competitive voice to the market. Also, the station has been able to engage in public service and outreach projects that it could never have undertaken before.

***Facilities improvements:*** WABM has improved its technical facilities since entering into the local marketing agreement. It has moved into the building in which WTTO is housed and has benefitted from the better equipment located there as well as the presence of additional knowledgeable personnel.

### **WAVY-TV, Ch. 10 & WVBT-TV, Ch. 42 Norfolk/Portsmouth/Newport News, VA: Market No. 40**

***Background:*** WAVY, a VHF station and the NBC affiliate in the Norfolk/Portsmouth/Newport News market entered into an LMA with WVBT in December, 1994. Prior to entering into the LMA, WVBT offered home-shopping service with virtually no local programming and the station was failing financially. Due to its very low power level, WVBT's potential audience was limited to approximately 700,000 viewers. Today WVBT operates at full power (5 million watts) and yields a marginal profit.

The LMA helped convert WVBT, a previously underutilized station, into a strong local outlet which now provides full service 24-hours/per day programming. The technical upgrades and increased power at WVBT has expanded its potential audience reach to 1.664 million viewers.

***Programming:*** Following the LMA, WVBT became an affiliate of the WB Network which previously had no outlet in the market. Due in large part to the strength of its upgraded technical facility and its commitment to initiate a full slate of local newscasts, WVBT obtained an affiliation with the Fox Network which will take effect in September 1998.



In addition to expanding local news, WVBT has enabled WAVY to create innovative community-oriented programming. For instance, WAVY and WVBT have collaborated to provide a high school football sports wrap-up show that airs 30 minutes each Friday during the football season. Both stations air the first 5 minutes of the program at the conclusion of the 11:00 p.m. newscast. When WAVY turns back to late night NBC programming at 11:35 p.m., the remainder of the program is broadcast on WVBT. A full commitment to such highly valued local programming is simply not possible on an affiliate of a major network.

During the last election, WAVY also produced the political newshow "Newsbreakers" for broadcast on WVBT. This prime time program consisted of four original 30 minute shows featuring Virginia and North Carolina candidates for the U.S. House and Senate. The airtime in this program was provided to the candidates without charge. Additionally, WVBT televises other public service programs, including the United Negro College Fund Telethon; quarterly specials featuring prominent African Americans; a locally produced weekly public affairs show called "Talk About"; public service announcements; rebroadcasts of some of WAVY's children's programming including "Bill Nye the Science Guy," "Jack Hanna's Animal Adventures" and a locally produced show called "Kids Talk"; local college basketball and football games and religious programming and music videos. Several times a year NBC programming is shifted to WVBT so that WAVY is able to run high-demand programming such as ACC basketball. Additionally, WVBT broadcasts CIAA basketball and football tournament games, a conference with primarily minority schools.

***Facilities Improvements:*** In addition to WVBT's power increase from 900 watts to 5 million watts, the LMA has provided the station with the means to add a new tower, two antennas (an original and a standby), automation equipment and a new master control. A new sales office was also added. Planning is currently underway for the construction of a new studio and a new control room.

**WAWS-TV, Ch. 30 & WTEV-TV Ch 47**  
**Jacksonville, FL: Market No. 55**

**Background:** The stations entered into a local marketing agreement in September of 1995. At the time of the LMA, WTEV-TV was bankrupt. After more than a year of hard work the station is showing a profit.

**Programming:** At the time of the local marketing agreement WTEV's schedule was largely compromised of infomercials and old programming. As a direct result of the local marketing agreement, the programming on WTEV improved dramatically. The station increased the amount of children's educational programming. At the same time it decreased significantly the amount of paid infomercials. The local marketing agreement also allowed the stations to bid for local sports rights. As a result, WTEV was able to broadcast Orlando Magic basketball and ACC College football games. Moreover, WTEV now broadcasts regularly scheduled locally produced programs.

**Facilities improvements:** Since entering into the local marketing agreement, WTEV has been able to upgrade its facilities significantly. For example, equipment was purchased to improve the audio and permit stereo operation. New studio equipment was acquired including videotape recorders, improved satellite receiving and recording equipment. The station's master control was improved with the purchase of a new Betacart system. Overall, the technical improvements were necessary to keep the station competitive. From a financial standpoint, they could not have been made without the local marketing agreement.

**WBBH-TV, Ch. 20 & WZVN-TV, Ch. 26**  
**Ft. Myers-Naples, FL: Market No. 83**

**Background:** The stations entered into a time brokerage agreement in June, 1994. At the time of the agreement, WZVN was essentially non-competitive in the marketplace. It had an

outdated physical plant and a bare bones sales staff. This financially distressed station was simply unable to produce and broadcast any significant news or public affairs programs. There has been a marked financial improvement in the station since entering into the LMA.

**Programming:** The time brokerage agreement has increased program diversity in the market. There has been a significant improvement of WZVN-TV since entering into the local marketing agreement. The station now broadcasts from a new state of the art studio, broadcasting its ABC network programming as well as non-duplicated syndicated and local programming with a WZVN news staff which is fully competitive in the marketplace. WZVN provides an exclusive daily half hour newscast at 7:00 PM. The two stations now utilize three AMS meteorologists and three additional weather forecasters, providing the market with comprehensive weather service in one of the major hurricane areas in the nation. Each station broadcasts its own newscasts with separate meteorologists, dual anchors, sports anchor and a producer. News data differs substantially on each station. Specific reporters and producers are assigned to each station, with a majority of support staff shared by both stations.

Each station engages in its own public affairs and public service programming. WZVN is currently working on two projects. In conjunction with ABC's March Against Drugs, the station is engaged in a month long effort to encourage parents to take time to talk to their children about drugs. The second project is a day-long festival called *Kids-Fest*. *Kids-Fest* will be held at a local convention center and is designed to introduce children and parents with local community organizations that concentrate on positive activities for families. WBBH is conducting its eighth annual *A-Team High School Academic Challenge*. A total of 18 half-hour academic contests among area high schools are produced and broadcasted by the station. The *A-Team* challenge culminates in an hour long final game which is telecast in prime time.

**Facilities improvements:** As a result of the local marketing agreement, the stations were able to invest (\$400,000) in the new and strongest Doppler Radar in the market, an investment neither station could have made individually. Doplar Radar is a vital piece of equipment given

the frequent severe weather in South Florida. A new digital routing (\$180,000) system was purchased, rather than buying two smaller systems at an increased price. Now both stations are capable of routing digital signals in preparation for HDTV. Because of the LMA, WZVN is now able to provide live remote coverage of local stories. WZVN is able to benefit from a new ENG vehicle that is dedicated for the station's use. The station also has access to a satellite news truck or "SNG." (Cost for vehicles \$675,000). The local marketing agreement has also led to a \$2.5 million dollar investment in a new digital studio and control room, giving WZVN the most advanced broadcast studio in the market. The studio was built exclusively for WZVN and adjoins the WBBH facility. Finally, the local marketing agreement has increased the total employment of the two stations from 138 to 190 -- a 38 percent increase. With respect to the news departments, the total news complement of the two stations has increased from 66 full-time employees to 80, a 20 percent increase.

### **WBFF-TV, Ch. 45 & WNUV-TV, Ch. 54 Baltimore, MD: Market No. 23**

**Background:** The stations have been part of a local marketing agreement since May 1994. Prior to the agreement, WNUV-TV was only a marginally profitable station. It was running tired programming and its community involvement essentially consisted of airing public service announcements. There is no duplication of programming between the stations.

**Programming:** The station's programming has improved significantly since entering into the local marketing agreement. Beginning in April, 1997, WNUV-TV plans to begin a 6:30 p.m. local newscast -- the latest local evening news of any station in the market. This will help commuters that cannot get home in time for the early news. As of the third quarter of 1996, WNUV's core children's programming amounted to six and one half hours per week. Because of the local marketing agreement, the station had the resources to engage in five community

service projects, including "Proud and Positive," an African American history salute, the "Harbor Music Festival," and "Your Right to Know," a legal aid campaign. A minimum of six such projects are targeted for 1997.

***Facilities improvements:*** WNUV has now moved into a state of the art broadcast facility which it shares with WBFF. The station has gained updated equipment and communications systems -- a significant financial investment that otherwise could not have taken place.

**WCFT-TV, Ch. 33 & WJSU-TV, Ch. 40**  
**Birmingham, AL: Market 51**  
**Tuscaloosa, AL: Market 185**  
**Anniston, AL: Market 201**

***Background:*** The stations entered into a local marketing agreement in December, 1995 by which the two stations provide service to three markets. Unlike most local marketing agreements, the stations are not co-located but also maintain a combined production studio presence that provides service to Birmingham, Tuscaloosa and Anniston, Alabama in addition to production facilities in the cities of license. There is only a 40% Grade A overlap and a 50% Grade B overlap between the stations. The LMA has helped improve service to Birmingham and the two adjacent cities of license. WCFT broadcasts from Tuscaloosa, AL and WCFT broadcasts from Anniston, thereby extending the reach of the ABC television network into previously under-served areas.

***Programming:*** As a result of the arrangement, local news and other programming can be expanded throughout the three markets. Together both stations place signals over Birmingham and serve as the combined ABC affiliate for Birmingham, Tuscaloosa and Anniston. The stations also use a low power station in Birmingham, WBMA, also under a LMA to supplement service in the central market city.

The local marketing agreement has improved service to Birmingham and the surrounding area. For example, the amount of news produced by the two stations separately has increased in the three combined markets from 14.5 hour per week to 20.5 hours per week. As a direct result of the local marketing agreement, the stations are also in a financial position to produced local "targeted" newscasts, that are telecast on local cable systems in both Tuscaloosa and Anniston.

***Facilities improvements:*** Since entering into the local marketing agreement the stations are in the process of adding significant new investments including two new towers, two new transmitters and two new antennas. A new multimillion dollar digital office/studio complex has also been added. To help expand local news coverage, a satellite news gathering truck and three new remote ENG vehicles have been acquired. As a result of the LMA, the power and height of each station has increased, thereby improving service throughout the market.

### **WCGV-TV, Ch. 24 & WVTM-TV, Ch. 18 Milwaukee, WI: Market No. 31**

***Background:*** The stations entered into the local marketing agreement in March, 1993. Prior to the agreement WVTM was barley breaking even. It is now a profitable station and serves as the WB affiliate in the market. WCVG is a UPN affiliate. There is no program duplication between the two stations.

***Programming:*** As a result of the local marketing agreement, both stations become more viable in the Milwaukee market. The arrangement provided both of the new, emerging networks UPN and WB, with outlets in this critical market. Not only does this increase program diversity in Milwaukee, but it also helps the new networks remain competitive at the national level.

After entering into the LMA, WVTV was able to draw upon WCVG's extensive movie library, which increased the quality of programming on the station. It also permitted WVTV to acquire additional programs, including popular fare such as "Seinfeld," "Martin," "Living Single," "Frazier," "Friends" and "Family Matters." It would have been very difficult for the station to afford these programs on its own. Apart from general entertainment programs, the resources available to WVTV permitted it to increase its educational children's programming from a half-hour per week in 1993 to four and one-half hours per week in 1996. Finally, the local marketing agreement has been directly responsible for keeping local sporting events on free, over-the-air television. As a result of its LMA, WVTV has been able to add to its schedule 68 Milwaukee Brewers baseball games and 35 Milwaukee Bucks basketball games. Without the local marketing agreement WVTV would not be able to acquire the rights to broadcast these games.

***Facilities improvements:*** WVTV is in the process of upgrading the master control center. It should be completed by December, 1997. The station is in the midst of general facilities improvements which are possible only because the station is part of a local marketing agreement.

### **WDRB-TV, Ch. 41 & WFTE-TV, Ch. 58 Louisville : Market No 50.**

***Background:*** WFTE was granted a construction permit in 1987. Due to economic considerations the station remained unbuilt until 1993. In November, 1993, WFTE entered into a local marketing agreement with WDRB to cooperate in constructing the station and putting it on the air. The station also signed a time brokerage agreement where under WDRB would, subject to Kentuckiana ultimate control and responsibility, provide programming and operation assistance to WFTE. Four months later WFTE was on the air.

***Programming:*** As a result of the LMA, WFTE was able to secure a network affiliation with the new, emerging UPN network. Providing UPN with a strong outlet in the market not

only helps the citizens of Southern Indiana, but also makes the UPN network more competitive at the national level. In addition to the UPN network, WFTE is able to broadcast top quality syndicated programs such as "Cosby," "Martin," and "Star Trek Deep Space Nine." WFTE would not be able to afford this programming without the local marketing agreement. As part of the UPN network the station carries approximately 25 hours per week of children's programming and will add one hour of Disney animation and "Captain Kangaroo."

WFTE has made special efforts to provide programming that address the needs of Southern Indiana. As the only Louisville market station licensed to a community in Indiana, WFTE carries University of Indiana football and basketball games, Big Ten football and basketball games and Notre Dame football games. The station broadcasts the boys and girls Indiana State High School basketball championship games. Broadcasting these games is the essence of local programming. On the political scene, WFTE aired a town meeting live from Salem featuring Dan Coats, U.S. Senator from Indiana.

***Facilities improvements:*** As a direct result of the LMA, an entire new station was constructed at a cost of over \$2 million. WFTE now has first class technical facilities providing viewers with an optimal signal throughout southern Indiana and the Louisville market.

### **WHP-TV, Ch. 21 & WLYH-TV, Ch. 15 Harrisburg, PA: Market No. 44**

***Background:*** The local marketing agreement between the stations has been in effect since November, 1995.

***Programming:*** Originally, WLYH duplicated programming that appeared on WHP, the local CBS affiliate. There is little duplication today. WLYH is now a UPN affiliate and broadcasts new syndicated and local programs not previously available in the market. WLYH



also broadcasts a new 10 PM newscast. Because of the LMA, both stations are able to expand their respective news operations. For example, it is now economically feasible to not only provide a 10 PM news on WLYH but also broadcast a 7 AM local newscast on WHP during the week.

***Facilities improvements:*** The station has invested over \$1.5 million in improvements since the local marketing agreement went into effect. New microwave systems, live remote vehicles, master control facilities and other computer systems have enhanced the quality of new programming. Also, the station has enhanced its coverage of school closings and other on-air alerts.

### **WICU-TV, Ch. 12 & WFXP-TV, Ch. 66 Erie, PA: Market No. 143**

***Background:*** After signing on the air in 1986, WFXP operated at low power, and was not a full service television station. Prior to entering into the local marketing agreement WFXP was only marginally profitable. In August, 1996 these stations entered into a time brokerage agreement, which increased and improved service to the citizens of Erie.

***Programming:*** Prior to the LMA, WFXP did not produce any local news, weather or sports programming. (For a short time WFXP replayed a half hour of local news (7-7:30 PM) that was previously broadcast by the CBS affiliate WSEE.) Now, by utilizing a portion of the news department from WICU, the WFXP plans to premier a new, daily 10:00 PM local news program. This will be the only 10:00 PM news program in Erie. The station also plans to debut a local sports program on Saturdays that focuses on local high school and college sports.

***Facilities improvements:*** Prior to entering the local marketing agreement, WFXP used antiquated computer equipment. Since the commencement of the LMA, WFXP has access to a state of the art traffic system and formal computer training programs for its employees. In

addition, new production and playback equipment has been purchased, replacing the 1970s vintage 3/4" tape system. Ten new satellite receivers have been purchased. In all, approximately \$750,000 was spent improving the station.

## **WJXX-TV, Ch. 21 & WBSG-TV, Ch. 21 Jacksonville, FL: Market No. 55**

**Background:** The two stations entered into local marketing agreements in August, 1996 and February, 1997. Unlike many local marketing agreements, the stations are not co-located but will maintain a combined production studio complex that is to provide service to Jacksonville and Orange Park, Florida in addition to Brunswick, Georgia. This facility will greatly supplement those currently in Brunswick. WJXX operates out of Orange Park just outside of Jacksonville. WBSG-TV operates out Brunswick, GA which is also in the Jacksonville market. Together, both stations operate as the ABC affiliate in the Jacksonville market. The local marketing agreements give full market coverage to Jacksonville and the surrounding communities in the market.

Prior to entering into the local marketing agreement, WBSG was failing financially. Today, it is becoming a profitable operation. WJXX is a new station. This new voice was added to the market as a direct result of being able to enter into a local marketing agreement. Moreover, the former ABC affiliate has added an additional network service to the market as the new WB Network affiliate.

**Programming:** The combined stations provide improved off-air coverage of the ABC television network throughout the market, thereby increasing access to ABC's news, informational and children's programming. Also, as a direct result of the local marketing agreement the news programming on WBSG is expected to increase from 5 hours per week to a projected 24 hours per week!

***Facilities Improvements:*** Significant investment has been made to put WJXX on the air and to improve the signal of WBSG. These improvements will include an all new digital office/studio complex, new tower, new transmitter, new antenna, a new satellite news gathering truck and two new remote news gathering (ENG) trucks. As a result of these technical improvements, the stations have been able to increase power and expand service in the market.

### **WJZY-TV, Ch. 46 & WFVT-TV, Ch.55 Charlotte, NC: Market No. 28.**

***Background:*** The two stations entered into a local marketing agreement in October, 1994. WFVT is a new station start up. The city of license for WFVT is Rock Hill, NC, which has no other television stations. Thus, because of the local marketing agreement, a new station was put on the air to provide a new service to this community. There is minimal duplication of programming between the stations (approximately 8 percent).

***Programming:*** Without the local marketing agreement, there would be one less voice to broadcast public affairs programs, children's educational programs (three hours) and other entertainment programs. In addition, because of the local marketing agreement, the stations have been able to broadcast five more local Charlotte Hornet (NBA) basketball games. Also, the LMA has permitted the stations to broadcast additional sporting events such as the Raycom Tournament of Champions, UNCC and North Carolina college basketball. These games would not have been available but for the local marketing agreement.

***Facilities Improvements:*** As with any new start up operations, considerable resources were spent on new equipment and upgrade including, a new transmitter, antenna and studio transmitter link.

**WLFL-TV, Ch. 22 & WRDC-TV, Ch. 29**  
**Raleigh, NC: Market No. 29.**

**Background:** The local marketing agreement between the stations has been in effect since March, 1995. WRDC was formerly an NBC affiliate. It is now a UPN affiliate, providing the new network with an important voice in the marketplace. There is no program duplication between WLFL and WRDC.

**Programming:** Prior to entering into the local marketing agreement, WRDC aired very little local public affairs programming. WRDC now has a public affairs director. In conjunction with WLFL, the station has conducted community projects like the Toys for Tots campaigns in 1995 and 1996. The LMA has also helped WRDC improve its children's programming, adding three children's programs to its line-up and also producing local segments for one of its children's shows. WRDC intends to eventually offer a news update. Also, because WLFL is a Fox affiliate, many of the purchased programs were "sitting" on the station's shelf and could not be broadcast due to the unavailability of appropriate time slots. WRDC was able to share this programming with WLFL, thereby cutting the initial affiliation change programming costs.

**Facilities improvements:** WRDC intends to invest in new equipment and once installed, eventually offer a news update.

**WOOD-TV, Ch. 8 & WOTV-TV, Ch. 41**  
**Grand Rapids/Kalamazoo, MI: Market No. 38**

**Background:** WOTV (formerly WUHQ), Channel 41 in Kalamazoo, Michigan, entered into a local marketing agreement with WOOD, Channel 8 in Grand Rapids, Michigan (an NBC affiliate) in October, 1991. Prior to the LMA, WOTV had sustained multi-million dollar financial losses, losing money for nineteen consecutive years since it signed on the air in 1971. These losses

were due in part to WOTV's inability to obtain sufficient programming as a UHF station during the 1970s when only three network affiliations were available. Although WOTV obtained an ABC affiliation, its market potential was dwarfed by a VHF ABC affiliated station in Grand Rapids, whose coverage area substantially overlapped with WOTV's. Due to tower restrictions however, the Grand Rapids ABC affiliate was unable to provide Kalamazoo or Battle Creek with coverage, thus enabling WOTV to obtain an ABC affiliation and to provide ABC network service to those communities. Unfortunately, WOTV was provided with a permanent competitive handicap and the station continued to fail financially. WOTV's financial condition became so desperate that it was forced to discontinue its entire local news service. Since entering into the LMA, WOTV has evolved into a station with a meaningful local presence and because of efficiencies associated with the LMA, WOTV is now profitable, though it would still not be viable as a stand-alone station.

***Programming:*** WOTV has reinstated its daily newscasts at both 6 p.m. and 11 p.m. with news targeted specifically to the smaller communities of Battle Creek and Kalamazoo, which are underserved by the stations in Grand Rapids. WOTV also produces early morning news segments for insertion into other programs. Additionally, the LMA has permitted WOTV to expand its children's educational programming and other public service activities. WOTV is now collaborating with ABC in the production of its "Children's First" programs. WOTV's contributions include producing quarterly 30 minute local programming segments and coordinating with local organizations and schools in making ABC programming information available to educators.

As to public service programming, since entering into the LMA agreement, WOTV has produced and aired its own programs including the "Drug and Alcohol Abuse Special," "The Family Violence Special," and the "Joint Cooperation Special". WOTV has also made public service announcements available to various groups including a recreational center for disadvantaged children, and has served as the coordinator and official television station for the March of Dimes "Walk America" campaign. In addition to the wide array of public service programming offered by the station, WOTV personnel have participated in numerous community

activities and local classroom programs, in addition to providing station tours and education seminars to scout troops, and 4-H and school groups.

WOTV and WOOD are programmed independently and do not duplicate programming. The addition of valuable new advertising inventory by WOTV has made both the local spot and national spot markets substantially more competitive.

***Facilities improvements:*** The LMA has enabled WOTV to upgrade its facilities significantly. Specifically, since entering into the LMA, WOTV has attained the necessary resources to computerize its newsroom and acquire news trucks and other essential ENG equipment. Additionally, WOTV has acquired a new transmitter, a new antenna, implemented stereo sound and has increased its overall power from 2 million to 5 million watts. These facility upgrades and additions have in turn improved the quality and reception of WOTV's signal.

### **WPBF-TV, Ch 25 & WTVX-TV, Ch. 34 West Palm Beach: Market No. 44**

***Background:*** The stations entered into the local marketing agreement in August of 1995. Prior to the agreement, WTVX was in severe financial distress. Today, as a result of the LMA, the station has become a profitable operation, providing improved service to viewers throughout the market..

***Programming:*** There has been a significant improvement in the quality of programming on WTVX since entering into the local marketing agreement. Approximately ninety-five percent of the programming has been changed. WTVX has added a 10 PM news broadcast that is broadcast daily Monday through Sunday. This newscast would not exist, but for the local marketing agreement. In addition, the LMA has also helped WPBF. With the LMA, the stations are able to share movie packages, situation comedies and some talk shows. Overall it helps provide for a more efficient use of our programming.

**Facilities improvements:** WTVX has moved into WPBF's facilities. A new control room was added, permitting the stations to better serve the community.

## **WPGH-TV, Ch. 53 & WPTT -TV, Ch. 22 Pittsburgh: Market 19**

**Background:** The local marketing agreement for these stations has been in effect since 1991. At the time of the LMA, WPTT was a marginally profitable station. Today it is considered profitable. There is a minimal amount of programming duplication (3%) between the two stations.

**Programming:** Prior to the LMA, WPTT was a home shopping station. Within a few weeks of entering the LMA, WPTT added general entertainment programming from 3 PM to 1 AM. General audience programming has expanded every year to the point where it is now broadcasting 20 hours per day of general audience programming. Last fall the station programmed three hours of children's educational programming to compliment the three and one half hours of children's programming already on the station.

The local marketing agreement has also permitted both stations to compete for MLB baseball and NHL hockey games. Because games could be aired on both stations, WPGH and WPTT won the rights to broadcast 20 pro-hockey games and 12 pro-baseball games (eighteen games are broadcast on WPTT and fourteen games are broadcast on WPGH). Without the local marketing agreement, the stations would not have been able to keep these games on free television. Also, WPGH has been able to secure the rights to better quality syndicated programs. The local marketing agreement gives the station greater flexibility with respect to scheduling. Because of this flexibility, the stations can take more risks with respect to purchasing top quality programs.

***Facilities improvements:*** The station is currently in the midst of a dramatic upgrade of the transmitting and master control facility for WPTT. Both stations operations are being consolidated into a single site. This is a multi-million dollar technical improvement to both stations that may have not been feasible as a single station, and will permit both stations to convert to digital sooner.

### **WPMI-TV Ch. 15 & WJTC-TV Ch. 44 Mobile, AL: Market No. 61**

***Background:*** The relationship between WPMI and WJTC originated March 15, 1993 when the two stations entered into a joint sales agreement. At this point, the financial stability of WJTC was threatened as the station delivered only limited ratings. The joint sales agreement allowed the two stations to share resources such as personnel, sales expertise and programming ideas.

***Programming:*** Programming on WJTC has improved dramatically. The station grew much stronger with programs such as "The Simpsons," "Fresh Prince," "Hanging with Mr. Cooper," and "Home Improvement." Additionally, locally produced public service programs began airing. Children's educational programming hours increased as well as more localized PSAs and regional sports. The respect which WJTC commands as a viable entity within the community was non existent in previous years. Today, cable systems are moving WJTC to a better channel because of improved programming.

***Facilities improvements:*** A more reliable and improved signal exists today because of all new digital equipment, a back-up generator, and replacement of the tower transmission lines.



## **WPTY-TV, Ch. 24 & WLMT-TV, Ch. 30 Memphis TN; Market No. 42**

**Background:** The local marketing agreement for these stations was signed in August of 1993. At that time WLMT-TV was just about breaking even financially. Because of the local marketing agreement, the station is showing a profit and providing better service to the public. There is no duplication of programming on the stations.

**Programming:** Before the local marketing agreement, WLMT had a skeleton staff, and was able to do very little public service for the community. After the LMA, WLMT was able to take advantage of WPTY's Community Director, and WPTY's active involvement with the community. As a result, the two stations now have greater involvement in community events than they separately totaled before.

Without the local marketing agreement, WLMT would never have been in a position to broadcast a daily news program. This newscast is aimed at the African American community which comprises 50% of Shelby County (the local market). No station can take this approach for fear of sacrificing the larger audience as a whole for a smaller targeted audience. By managing two stations, the station can aim WPTY's news to the community as a whole, and focus the WLMT's news on the African American community. Without the LMA, this service to this vital part of the community would not be possible.

Another improvement involves sports programs. As a result of the local marketing agreement, WPTY was in a position to secure the rights for the University of Memphis basketball games. Standing alone, WLMT could not have afforded these games. With the LMA, WPTY could purchase these games and place them on WLMT, thereby helping to keep local college basketball on free, local over-the-air television.